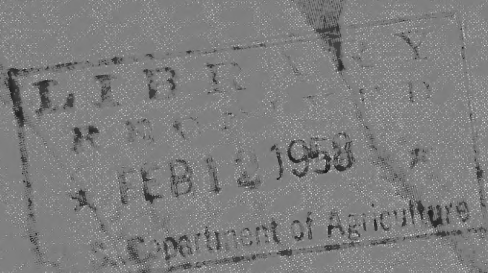


62

1958



**for more corn
better corn
on your farm, plant
COKER HYBRIDS**

COKER'S PEDIGREED SEED CO.

The South's Foremost Seed Breeders

HARTSVILLE, S. C.



(From left: Hugh Dargan, Corn Division; Dr. J. Winston Neely, Director of Coker Research; Raymond Pressley, Corn Division; R. S. Cathcart, Manager, Coker Farms; Lewis Reep, Corn Division; J. W. Talbert, Sales Manager; Robert R. Coker, President, Coker's Pedigreed Seed Company; Richard Gettys, Director, Hybrid Corn Research)

8 men ...1 idea

Each of the eight men shown here shares the same basic idea, the same goal: To constantly provide Southern corn farmers with new and better varieties of Coker Hybrid corn. *Superior* hybrids, with greatly improved field performance . . . higher yields . . . better grain quality. Such hybrids will, in turn, make corn growing less hazardous and more profitable for our customers.

As evidence that Coker Corn Breeders have already made great progress toward those objectives, we proudly offer the Coker Hybrids described on the following pages. Plant them on *your* farm!



here's proof!

Coker Hybrids come thru with winning yields!



South Carolina 3-Acre Corn Contest:

1st Place	Coker 911	180.3 Bu. Per Acre
2nd Place	Coker 911	179.3 Bu. Per Acre



South Carolina 3-Acre Corn Contest:

1st Place	Coker 911	192.4 Bu. Per Acre
2nd Place	Coker 911	178.2 Bu. Per Acre
3rd Place	Coker 911	173.7 Bu. Per Acre
4th Place	Coker 811	170.0 Bu. Per Acre

(In all, Coker Hybrids won 18 of top 25 Yield Records!)



Coker Hybrid Makes Highest Yield Ever Recorded in South Carolina!

Coker 911 . . . 212.1 Bushels Per Acre

1st Place, Pee Dee District Contest
1st and 2nd Places, Piedmont District Contest
1st and 2nd Places, Savannah District Contest

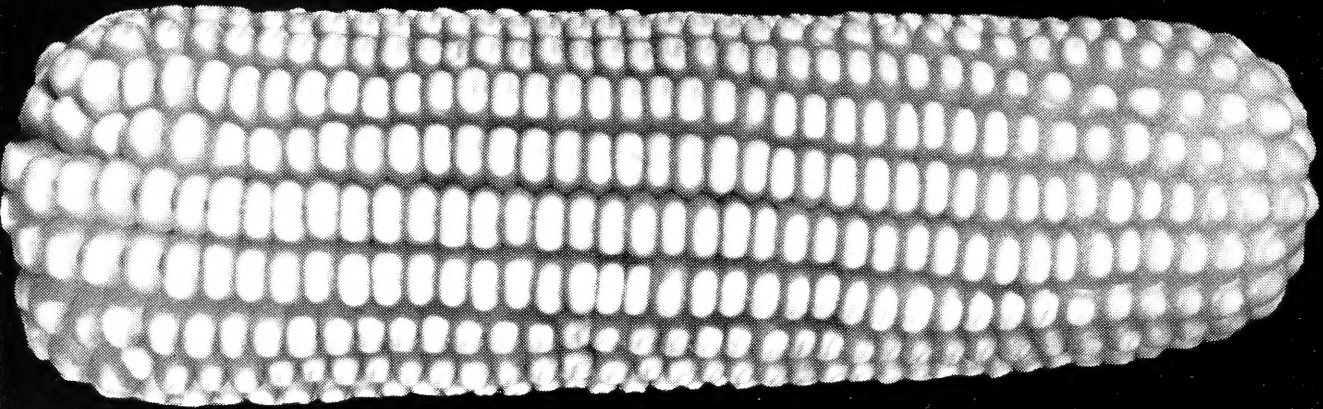
Coker 811 . . . 2nd Place, Pee Dee District Contest

Coker Hybrids are officially recommended by County Agents and Agricultural Experiment Stations for planting in North Carolina, South Carolina, Alabama, Georgia, Mississippi and Louisiana.

Coker's tops in the South

COKER 811

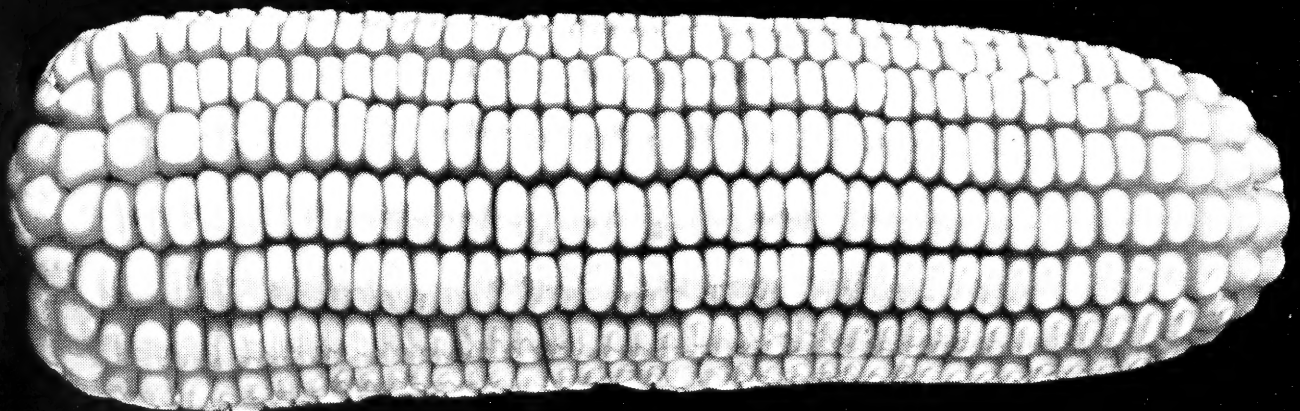
BEATS WEEVILS! • COMES THRU DROUTH! • STANDS UNTIL HARVESTED!



Best White Corns for 1958!

COKER 911

RESISTS STORMS! • MAKES RECORD YIELDS! • PRODUCES QUALITY GRAIN!



1958 SEASON

HYBRID CORN PRICE LIST

Coker 811 & Coker 911 \$ 11.90 per bu. delivered

Coker 66 & Coker 67 \$ 12.50 per bu. delivered

We suggest that you contact your local seed dealer
relative to your requirement of Coker hybrids.

COKER'S PEDIGREED SEED COMPANY

HARTSVILLE, S. C.

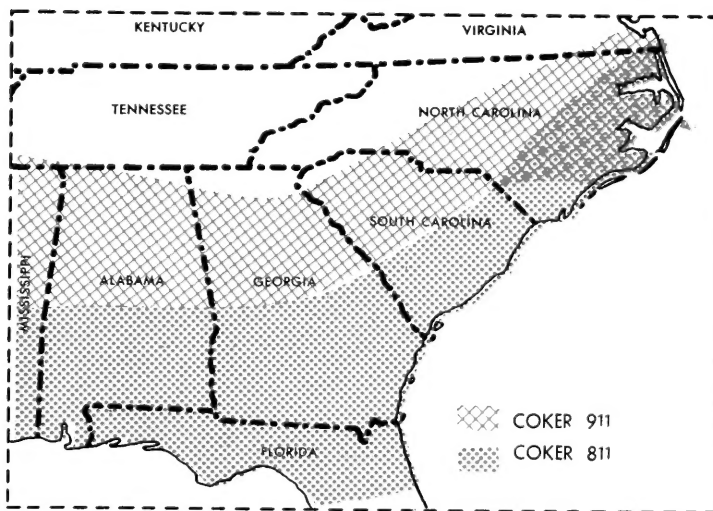


Tops in the Southern Coastal Plains

Most talked about and widely known white hybrid in the Southern Coastal Plains! Coker 811 *consistently* puts more and better corn in the wagon than any other hybrid of its maturity. Under severe weevil infestation, it's the *one* hybrid you can *depend* on for top yields of sound grain. Thick, extra-tight shucks completely cover the ear, keeping out weevils, birds and weather. And you can leave Coker 811 in the field until you're ready to pick. Sturdy, deep-rooted stalks stand and hold their twin ears on strong shanks for fast, clean picking.

Coker 811 has excellent resistance to heat and drouth, too; comes through when others fail. Produces superior quality grain. Millers usually pay premiums for Coker 811.

If you farm in the Lower Coastal Plains and want a top-notch prolific hybrid with plenty of weevil resistance, plant Coker 811 in 1958!



Leads in the Piedmont and North Coastal Plains

Each year, more farmers plant Coker 911 in its adapted area than any other white prolific hybrid! In fact, it's often said of Coker 911, "That corn has no competition!" Why? *Fine field performance all season long, topped by crib-cramming yields at harvest time.*

Coker 911 is vigorous, makes full uniform stands, even in cool wet soils. When the going is toughest — during storms, heat, drouth — it keeps growing to a bumper harvest. Fine quality stalks hold their ears for easy picking by hand or machine. You'll have a lot less "down corn" with Coker 911!

As for yields, the scales tell the story. On farms and in official state tests, Coker 911 has consistently outyielded "corn belt" hybrids as well as most southern corns. (Holds the highest official yield record in South Carolina — 212 bushels per acre!)

Coker 911 matures about a week earlier than Coker 811, has a looser husk and softer grain. We recommend it highly wherever weevil damage is usually light.



ROBERT R. COKER, President of Coker's Pedigreed Seed Company, and son of the firm's founder.

COKER Farms... birthplace of

Have *you* visited Coker Farms at Hartsville, South Carolina? If not, we hope you will — soon. We'd like you to see firsthand how we develop and test new crop varieties; how we then produce these superior varieties in quantities sufficient to meet the great demand for them. In season, you'll see research proceeding simultaneously in cotton . . . tobacco . . . hybrid corn . . . oats . . . wheat . . . sorghums — acre upon acre, mile after mile. For here at Hartsville is the South's oldest and largest breeder-producer of quality farm seeds — now serving our third generation of southern farmers!



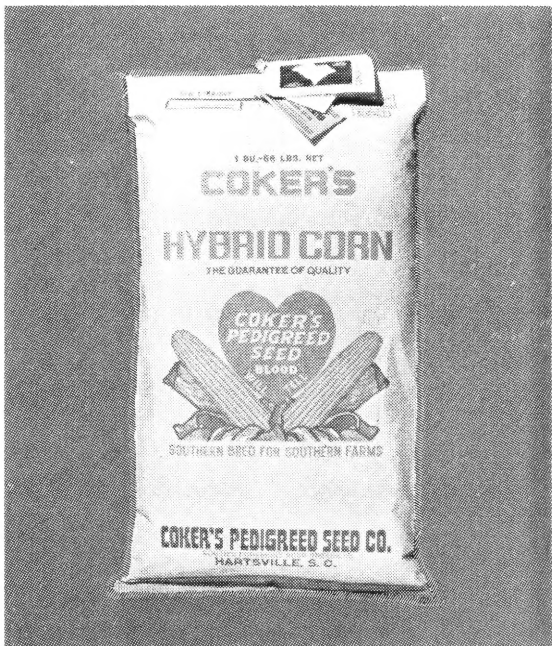
All Coker seed corn production fields are carefully chosen for maximum fertility, isolation (to prevent contamination) and reduced weather risk.

better crops

DID YOU KNOW that Coker Corn Breeders usually plant, compare and discard *thousands* of different crosses before they find a single outstanding line?? That's right . . . and each of those exceptional inbreds is then combined with others of known or suspected value, to make up experimental hybrids. For the next two or three years, they are subjected to rugged tests in research plots and on farms, in every important corn growing area. If they prove superior here, exposed to every possible soil, insect and seasonal condition, we know they are worthy of being produced on a large scale for our customers to plant.

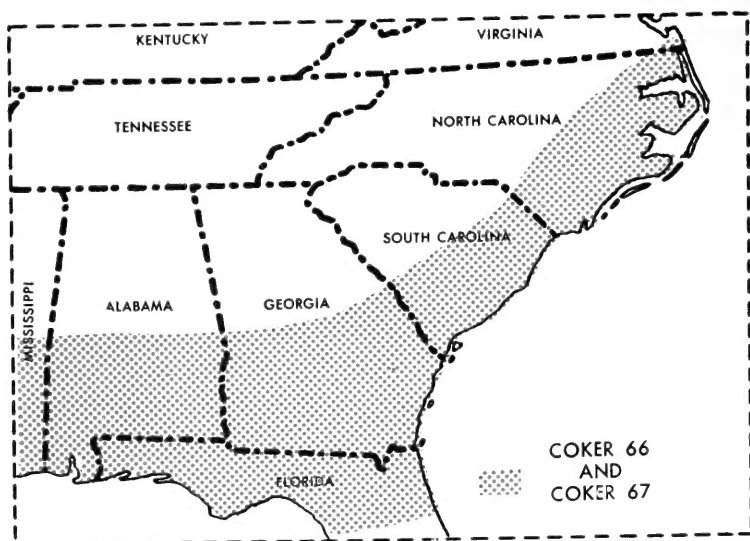
IN PROCESSING, as in breeding and production, we follow every procedure that will help us put the very best quality seed in the bag. Seed ears are harvested when fully mature, and promptly dried to safe moisture content. They are carefully graded for kernel size, shape and thickness . . . slurry treated for protection against seedling diseases . . . inspected again, then bagged and tagged. **EVERY LOT OF COKER SEED CORN IS COLD-TESTED TO MAKE SURE YOU GET ONLY STRONG GERMINATING SEED, CAPABLE OF MAKING FULL UNIFORM STANDS AND FAST EARLY GROWTH!**

THESE TAGS appear on every bag of genuine Coker's Seed. They are your guarantee of quality. Look for them!



COKER'S PEDIGREED SEED COMPANY
HARTSVILLE, SOUTH CAROLINA

More Southern Farmers Plant Coker Seeds Than Any Other Brand!



Shaded zone shows approximate area where our new experimental yellow hybrids —Coker 66 and Coker 67— are recommended for 1958 planting.

a new pair of for the Coastal Plains

This year, for the first time, Coker's Pedigreed Seed Company is introducing two new yellow corns with exceptional promise — Coker 66 and Coker 67. While neither of these new hybrids is a "Yellow 811" or "Yellow 911," their performance in Research Plots has convinced us that both will fill a definite need in the Coastal Plains.

For the 1958 season, we are offering Coker 66 and Coker 67 to our regular customers on a first-come, first-served basis. This method of distribution will enable us to observe the on-farm performance of these corns over a much greater area, sooner, than would otherwise be possible.

COKER 66 . . . A new yellow prolific hybrid recommended for the Coastal Plains. Produces two good-sized ears placed waist-high on strong, well-anchored stalks. Good shuck coverage. Kernels are deep, dimple-dented and medium hard . . . just right for feeding. Coker 66 stays green and keeps on making grain until late in the season.

COKER 67 . . . Closely related to Coker 66, this new yellow prolific is recommended for the same areas but may also go a bit further south. Slightly earlier and some shorter than 66, with medium-low ears. Coker 67 has good stalk strength and a fine, deep root system. Grain is dimple-dented and hard. Extra-tight husks cover the ear completely. Try some this year!

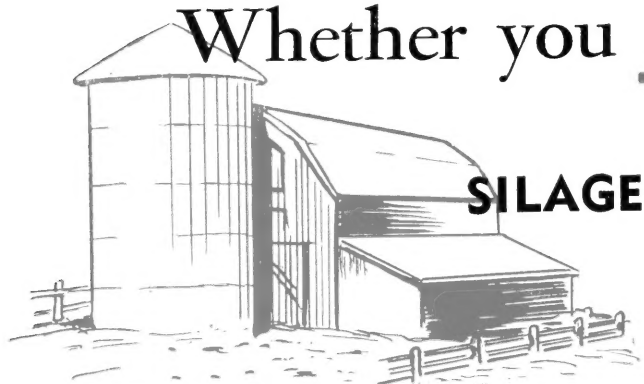


COKER CHAMPS



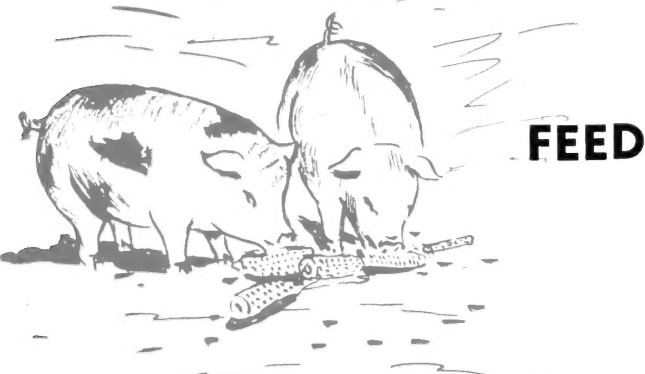
Would you like to help us learn more about the
performance and yielding ability of Coker 66
and Coker 67 under your growing conditions?
Ask your Coker Seed Dealer for details.

Whether you feed or sell your crop



SILAGE

Tall, sweet stalks — heavy, almost rank foliage — and a high percentage of grain add up to excellent tonnages of succulent silage from Coker Hybrids. (If you average a 50-bushel corn crop, you can expect about 10 tons of silage per acre!)



FEED

Livestock really go for the fine feeding qualities of Coker Hybrids. Deep kernels are dimple-dented and medium to medium-hard in texture. Ask your Coker dealer about hybrids for early hogging off or early feed, or full-season crib corn for later feeding.



CASH GRAIN

Coker Hybrids are unequalled in grain quality . . . are preferred by millers . . . and usually bring a premium. In fact, the North Carolina Millers Association recently adopted Coker 911 as the official standard milling corn in that state! Makes fine bread corn for home use, too!



VISIT OUR TEST PLOTS!

That's the best way for you to get acquainted with Coker's full line-up of new, experimental and veteran hybrids for your area. See how they perform under growing conditions similar to yours. Check them for relative maturity, ear and plant height, standability, resistance to weevils and other pests — and other important qualities your corn must have for top corn profits. Ask your dealer to direct you to the nearest Coker test plot during the growing season.

there's a COKER CORN FOR YOU!

"I've planted Coker Hybrids for years. My 1957 crop of Coker 911 is estimated at 200 bu. per acre! Coker Hybrids make more and better corn than any other kind I've grown!"

—**Don D. Grant, Lamar, S. C.**

"Coker 811 picks better than any corn I've grown. I like the good sturdy stalks — it stands up well and usually has 2-3 ears. Has a good shuck covering and is free of weevils the next year. I've made as high as 60 bushels per acre with Coker 911."

—**M. H. Hodnett, Lineville, Ala.**

"Thanks for Coker Hybrids! They're the highest yielding, finest quality and easiest picking corns I've ever grown. My new crop of Coker 911 made 177 $\frac{1}{3}$ bu. per acre by actual weight — without irrigation!"

—**Lawton E. Dampier, Jr., Lamar, S. C.**

"Coker 811 is the best producer for my farm. It's ideal for mechanical harvesting, stands well — fine dry weather corn. By planting Coker 811 I feed my stock instead of the weevils! Just fin-



Mr. J. H. Bolding of Pickens, South Carolina and County Agent Jesse Wood, admire the yielding ability and fine quality of Coker 911.

ished feeding my 1955 crop — quality was *good*."

—**E. L. Rhodes, Alamo, Ga.**

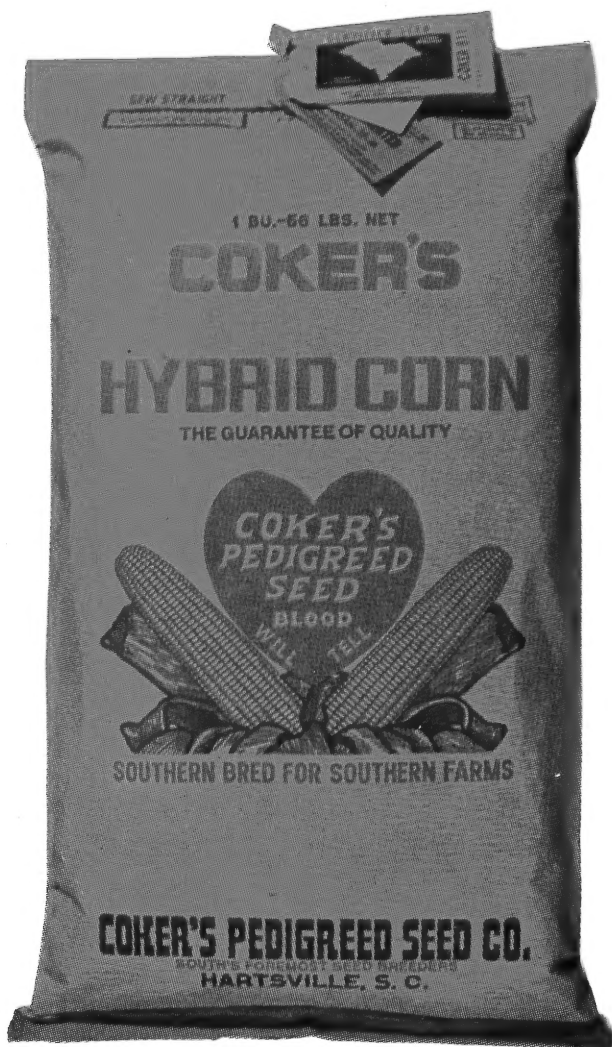
"As long as I grow white corn, I'll grow Coker's 911. I like it better than any other corn for both grain and meal. I gathered some of my corn in *March* and it was still standing well, not damaged by weevils! It's prolific — has 2-3 ears."

—**Ernest Richey, Albertville, Ala.**

You never know 'til you try!

You *may* be missing out on one bumper crop after another by *not* planting Coker Hybrids. Best way to see is to plant Coker Hybrids on your own farm, alongside your regular corn, clear across the field. You'll see the difference right to the row, all season long! And you'll be *bushels better* at picking time, too.

Your local seedsman can tell you which Coker Hybrid will do the best job on *your* farm. Talk it over with him — then book your order early to be sure of the grade and kernel size you want. In 1958, get acquainted with the money-making qualities of Coker Hybrids . . . *bred better to be better!*



make your
next crop
your best crop
PLANT
COKER'S!

Hybrid Corn Division
COKER'S PEDIGREED SEED COMPANY
HARTSVILLE, SOUTH CAROLINA